

Corporate names alter face of pro sports arenas

By Vince D'Adamo
Staff Writer

In an effort to boost the bottom line, professional sports teams have been changing the names of stadiums and arenas to reflect corporate sponsorship.

And fans are not happy. Sitting in the stands at the newly renamed 3COM Park in San Francisco, Ken Bettinelli, a Napa, Calif., native, said the name Candlestick Park was special to the fans.

"It's a disgrace to the fans, the city, and the team," Bettinelli said. "It will always be Candlestick and I will keep calling it that."

Corporate named stadiums are becoming more and more prevalent.

In the NBA, the Chicago Bulls home arena is called the United Center, after United Airlines. The Utah Jazz play their home games at the Delta Center in Salt Lake City, a major headquarters of Delta Airlines.

Also in the NBA, Vancouver, British Columbia's Vancouver Grizzlies play their home contests at General Motors Arena. In Boston, the Boston Garden was torn down and replaced by the Fleet Center last year.

At the turn of the century, the San Francisco Giants baseball team will have a new privately financed ballpark called Pacific Bell Park. The Giants will receive \$50 million for the new waterfront ballpark.

However, without corporate sponsorship, the new Giants stadium would be a dream. San Franciscans have rejected proposals for a new stadium five times in ten years.

Some name changes, like the one in San Francisco, have tried to keep some of the old name. The renamed Candlestick Park is 3COM Park at Candlestick Point, named for Santa Clara, Calif.-based 3COM, one of the world's largest computer-part manufacturers.

3COM Park was originally named

Candlestick Park because of its location on Candlestick Point. The name was given to the stadium before the Giants played their first baseball game after moving from New York in 1958. Renaming home stadiums has also taken place in other places.

In East Rutherford, New Jersey, the NBA's Nets and NHL's Devils home arena, Brendan Byrne Arena, was named Continental Arena last April just prior to the NCAA Final Four. Byrne, a former New Jersey governor and namesake of the arena, is still living.

In Landover, Maryland, the NBA's Washington Bullets and NHL's Washington Capitals played their home games at the Capital Center. However, in 1995, it became USAir Arena.

A primary reason for the name change was because USAir offered free airfare for the Bullets and Capitals if the name change took place.

The NFL's Indianapolis Colts used to play in the Hoosier Dome. It is now the RCA Dome.

And the Colorado Rockies play on Coors Field in Denver.

While no stadium names have been changed, college sports are relying more and more on advertising revenues to fund programs.

Nebraska recently added the HuskerVision screens and every replay is sponsored by a different advertiser — a source of revenue never before available to NU.

With professional and college sports costs on the rise, the trend of corporate involvement in stadiums is unlikely to stop. Without the added revenues, stadium renovations would not get funding.

But fans like Bettinelli, who still come out to the parks, don't like the change.

"Kicking down cash for a stadium name is one thing," Bettinelli said, "but once you name a stadium don't change it."

DNC

Continued from Page 4

part of the Washington based non-profit political watch-group, the Center for Responsive Politics, said election complaints were not uncommon.

"We'll see a lot of complaints from a lot of groups; opposing groups and some outside groups, good government groups," she said.

As soon as the complaint is filed with the FEC, it becomes confidential. The commission then investigates the allegations and if four of six FEC board members vote in favor of a violation, the FEC then starts negotiating with the candidate.

The FEC cannot fine a candidate.

We won't hear anything about this complaint until well after the elections.

LISA ROSENBERG

Director, FEC Watch

The commission must negotiate with the candidate on a civil penalty — a monetary penalty. If no agreement can be reached, the FEC must go to federal court to prove the law was broken.

Rosenberg said the process could take more than a year to complete.

"We won't hear anything about this complaint until well after the elections," she said. "There is no chance."

Hardin Quirk agreed.

"It's wishful thinking that it will happen during this election cycle," she said.

However, Rosenberg said some politicians and campaigns are not afraid of election law violations.

"Some of these campaigns will see these as the cost of doing business," she said. "They are not much of a deterrent. More of a deterrent is the kind of publicity of a complaint like this will get."

Our newest FREE checking offer really BOOMS!

Norwest gives you yet another reason for switching to the money-saving advantages of Nebraska's most popular FREE personal checking account — a free AM/FM baby boom box or AM/FM headphone radio. So now Norwest's FREE personal checking account is music to your ears, as well as to your wallet.

- No monthly service fees.
- No per check charge.
- No minimum balance.
- Free first order of duplicate checks.

If you have reason to consider changing banks, open your Norwest FREE personal checking account today and walk away singing a whole new tune!

A \$100 opening deposit is required to establish a Norwest FREE personal checking account.



To The Nth Degree®



© 1996 Norwest Bank Nebraska, N.A. Member FDIC Equal Opportunity Lender

HOT NEW TEE SHIRTS

\$9 Value - FREE

With Color, Perm, Straightner or Highlight. Starts June 1.

Golden Cutters

477-7666

"You Will Make Heads Turn"

201 Capitol Beach (Westgate) Walk-ins Always Welcome

The Royal Grove Presents

The Nitty Gritty Dirt Band

with opening act Smokehouse Dan and Friends

Friday, June 14

\$12 advance \$15 day of the show



Doors open at 8 p.m.

Showtime 9 p.m.

Must be 21 to enter

340 Cornhusker Highway

474-2332